

Features and Benefits

Direct mail

Direct mail puts ***you in control***, allowing you to know when, where, how and by whom your advertisement or story is being received.

Six unique community Shoppers

Our cost-effective targeted marketing allows you to reach only those communities that are most likely to be beneficial to your business. You choose the customers you want to reach! Each *Shopper* is direct-mailed to a minimum of 7,500 homes. Our six *Shoppers* combined are mailed to a minimum of 45,000 homes.

Upscale readership

As a locally owned and operated business, we understand and are responsive to your needs. And because we are local, we publish community-focused content, including public service announcements and pictures of our neighbors enjoying life and helping their neighbors. This puts you in touch with a readership that wants to support local businesses like yours!

Reader-friendly format

People tell us again and again, "I read *The Shopper* cover to cover!"

Cover stories about you!

Our professional writers tell your story in a positive light that builds trust within the community.